

CLAIMS

What is claimed:

Sub 01

1. A method of transmitting, receiving, storing and displaying television program data, the method comprising:

transmitting data including scheduled program data, program guide data, and cache program data;

receiving the transmitted data;

storing the cache program data;

selecting a cache television program;

retrieving a portion of the cache program data that corresponds to the selected cache television program; and

generating a display of television program for viewing based upon the retrieved portion of cache program data.

2. The method of claim 1 wherein the storing of the cache program is based upon identifying an identifier associated with the cache program data.

3. The method of claim 1 wherein a transmission rate of the cache program data is different than a retrieval rate of the cache program data.

4. The method of claim 3 wherein the transmission rate of the cache program data is higher than the retrieval rate of the cache program data.

5. The method of claim 4 wherein the transmission rate of the cache program data is approximately twice the retrieval rate of the cache program data.

7. The method of claim 2 and further comprising:  
transmitting identification data that instructs a receiver about the identifier  
associated with the cache program data.

8. The method of claim 7 and further comprising:  
maintaining a record of selection representing selected cache television programs  
and assessing a fee based upon the record of selection.

9. ~~The method of claim 8 wherein the record of selection is maintained at the receiver.~~

10. The method of claim 9 wherein the record of selection is maintained in a memory of an access card at the receiver.